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| **BBA 111: Human Values and Business Ethics** |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 2 hrs/Week | Class Test -6 Marks |
|  | Teachers Assessment – 3 MarksAttendance – 6 Marks |
|  Credits: 2 | End Semester Exam – 35 marks |

# Course Objectives:

# The course aims at imparting basic knowledge of human values and the difference between values and ethics , so as to provide an opportunity to students to know about the ways to fight with the human values crisis in today’s contemporary Indian society. The course also aims to foster the culture of creativity, ethical decision making, humanity, individual freedom, truth, goodness and beauty.

# Course Outcomes:

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| CO1 | Understanding the nature of values. |
| CO2 | Understanding the difference between spirituality and secularism. |
| CO3 | Understanding the concept of unity of all life. |
| CO4 | Understanding the element of corporate social responsibility. |
| CO5 | Understanding ethical issues in international business. |
| CO6 | Understanding Values in Busniess. |

**Course Content -**

**Unit-1**

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & Moral standards; Ethics & Moral Decision Making.

**Unit-2**

Corporate Social Responsibility: Nature, Scope & Importance.

**Unit-3**

Corporate Governance: Concept, Importance for Industry, Sailent features, Scope, Major Functions

**Unit-4**

Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama.

**Unit-5**

Gandhian approach in Management & Trusteeship: Gandhiji’s doctrine of Satya &Ahinsa, Concept, importance & relevance of Trusteeship principle in modern business.

**Unit-6**

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making.)

**Text and Reference Books-**

1. Business Ethics, Fernando, Pearson Pblication,2007.
2. Business Ethics , CSV Murthy, Himalaya Publishing House, 2nd Edition
3. A N Tripathy,2003, Human Values, New Age Publishers.
4. Business Ethics , Bani P. Banerjee, Excel Books,2005